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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.

WHAT'S AHEAD!

AGENDA FOR STATE CONFERENCES - 1950

Gertrude L. Warren
Organization of 4-H Club Work

1. Leadership of 4-H Club Work.

Philosophy
Qualifications
Policies
Program development
Relationships
Techniques
Goals

2. Most significant 4-H developments and achievements during past year.
3. Social and economic trends effecting 4-H Club work.
4. General plans for ensuing year:

Phases of general Extension program adaptable to 4-H Work.

Projects to be stressed in relation to general extension program.

Procedures to be followed.

Other projects and activities to be considered.

Youth participation in program planning and conduct of work

Members to be reached

Leaders to be trained

County extension agents

Local volunteer leaders

New members on State staffs

Goals to be attained, particularly in reaching low income groups

Phases to be strengthened

Studies to be made

New developments

4-H work in urban areas

5. Of Special Note: (To be considered in connection with above phases of program planning.)

What next in 4-H Club work?

Place of 4-H work in the general Extension program

Development of National 4-H Club Foundation of America, Inc.

Establishment of 4-H Center
20th Anniversary of National 4-H Club Camp - 1950
1954 - "Forty Years of Extension Work."
"The Green Promise" and other motion pictures
Use of television
Slide films, slides, and other visual aids
Special magazine articles
Photographs
Greater youth participation in planning programs and events
as well as in actual conduct of the work
Special emphasis on citizenship, health, community improvement,
and work of UNESCO as suggested by Committee of Young People
attending the Cleveland meeting
Manuals regarding observance of national 4-H events
4-H themes
Preparation of needed literature
National conferences of special interest to 4-H Club workers
National 4-H Club News
National 4-H Fellowships
Organization of 4-H work into junior and senior groups
("A" and "B")
Advantages in such approach
Results to be attained
Lowering the minimum age limit to 9 years
Possibilities and advantages in raising the maximum age
limit to 25 years (Question raised because of success in
England.)
Procedures involved; Difficulties to be surmounted
Introduction of more group activities
Protecting the use of the 4-H insignia in foreign countries

6. Some special emphases: (Also to be considered in connection with
general plans for ensuing year.)

Cooperating on a common extension program
Youth participation
Training of county extension agents in 4-H techniques through
workshops, special 4-H activities, etc.
Relationships with schools and other agencies
Reaching more young people
Development of junior and senior groups ("A" and "B")
Work with first year members to enroll the second year
Special work with the senior 4-H members
Cooperation of parents
Other problems

7. Adequacy of personnel

State
County
Use of specialists

8. 4-H Studies

9. 4-H Homemaking Programs

Objectives

Criteria

Plans for improvement in meeting basic problems

Junior and senior requirements ("A" and "B")

Materials

Evaluation

10. 4-H Agricultural Programs

Objectives

Suggested criteria

Plans for improvement in meeting basic problems

Junior and senior requirements ("A" and "B")

Materials

Evaluation

11. Special 4-H projects or activities

Community improvement

Recent developments

Health

Results of new program

Soil Conservation

Recent expansion plans

Goals to be attained

Arts, crafts, recreation

Progress underway

Room Improvement

Recent developments

12. Human interest stories

13. Demonstration team work - values

14. Judging work - values

15. Use of Incentives

Philosophy

Educational advantages in 4-H

Techniques, particularly in connection with awards on a competitive basis, such as sound educational acceptances, approaches, actual handling and follow-up

Circulars on use of incentives

16. Ways of Improving National 4-H Club Camp and other National 4-H Events (See list of special 4-H events.)

Objectives

Activities

Phases to be considered:

Speakers

Broadcasts

Youth participation

Discussions

Dramatics

Tours

Singing

Recreation

Special features

Goals to be attained

New features

17. Ways of Improving State and County 4-H Events - Camps, Short Courses, Tours

Objectives

Importance

Youth participation

Techniques

Goals to be attained on an annual basis

18. Television and 4-H Club Work

Possibilities

19. 4-H Relief programs

Emphasis in 1950

20. 4-H Youth Exchange - "IFYE"

21. Relationships with other youth organizations

22. What of the 1950-1960 decade in 4-H Club work?

Trends - economic, social, political and
their influence on 4-H Club work
Trends in agriculture and home economics
field and influence on 4-H Club work
Emphases on present phases
New developments
Goals to be attained

23. Evaluation of the entire 4-H program

Evidences regarding objectives being attained
Studies being made

PART II

PUBLIC RELATIONS

1. Philosophy
2. Objectives
3. Plans for action

Within State Extension Service
Helping those recently employed from "King to Janitor".
Keeping all up-to-date
County extension services
Business circles
Service clubs
Banks
Direct contacts
School authorities
 Normal Schools
Church
Farm organizations
Libraries
Newspapers
Magazines
Radio - Television

4. Important phases

Work on a State basis
 " " "County basis
Work in local clubs
Work with parents and friends of 4-H Club work

5. Ways of influencing

Parents	Magazines
Neighborhoods	Farm groups
Press	Business groups
Radio	Church groups
Television	Educational groups

6. Use of materials

- Circular letters
- Newspaper and magazine items
- Posters
- Bulletins
- Window displays
- Gate signs
- Stickers
- Other materials

7. Use of special activities

- Broadcasts - "Telecasts"
- Demonstrations
- Plays, dramatics
- Discussions
- Banquets
- Home visits
- Other events
- Evaluation of effectiveness of work done in
 - making 4-H Club work better understood and reaching
 - more young people and for a longer period of time

8. Relationship with Extension editors

Cooperation as to responsibility relative to 4-H
information and public relations program

- Manuals
- Working relationships
- Techniques
- Special events

9. Important National 4-H Events

1950

- National 4-H Club Week - March 4-12
- National 4-H Sunday - May 14
- National 4-H Club Camp - June 14-21
- National 4-H Achievement Week - Nov. 4-12
- National 4-H Club Congress - Nov. 26-30

1951

National 4-H Week - March 3 - 11
National 4-H Sunday - April 29
National 4-H Camp - June 13-20
National 4-H Achievement Week - Nov. 3-11
National 4-H Congress - Nov. 25-29

10. National, State and County 4-H Events

Objectives
Techniques
Relationships
Results to be attained

11. Evaluation of Public Relations relative to the entire 4-H Club Program

Objectives to be studied in connection with evidences of
successful results

Studies being made

